MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

MAD2013 – COPYWRITING

(Faculty of Creative Multimedia / Advertising Design)

22 OCTOBER 2018
9.00 a.m - 11.00 a.m
(2 Hours)

INSTRUCTION TO STUDENT

1. This Question Paper consists of 6 pages including cover page with 6 questions only.

2. Answer **FOUR** out of the **SIX** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please print all your answers in the Answer Booklet provided.

Instruction : Answer FOUR (4) questions only. (40 marks)

Question 1

a. Generally there are two meanings of words as discussed in the course. Briefly describe the definitions and provide one example to describe them.

(4 marks)

b. Discuss two of the three ways to generate imagery in copywriting. (4 marks)

c. Antithesis and juxtaposition sometimes are interchangeable. Give your opinion.

(2 marks)

Question 2

a. In the principles of persuasive communication, selective exposure, consumer participation and magnitude of change are discussed. Please provide two parts of selective exposure.

(2 marks)

b. What are the two categories of appeals? Please give suitable examples.

(4 marks)

c. Persuasion is most effective when it strives to promote small changes and works over a period of time. Discuss the two strategies which can be applied once there is an opportunity for persuasion.

(4 marks)

Continued .....

Question 3

When writing copy for print ads, promising a benefit is always appealing to the target audience.
Based on the image below:-

a. Describe two features of the product.

(2 marks)

b. Propose two possible benefits based on the features that you described in (a).

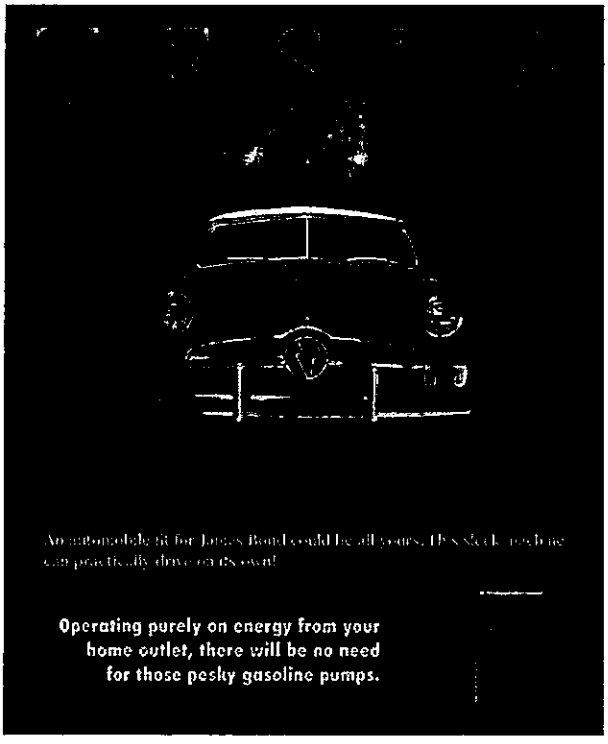
(2 marks)

c. Propose two appealing headlines for the product's print ad, based on the benefits that you proposed in (b).

(4 marks)

d. Other than promising product benefit, please name another two types of headline that could attract the target audience's attention?

(2 marks)



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Question 4

a. There are eight (8) basic principles for website copywriting highlighted in the course. Please describe four (4) of them.

(4 marks)

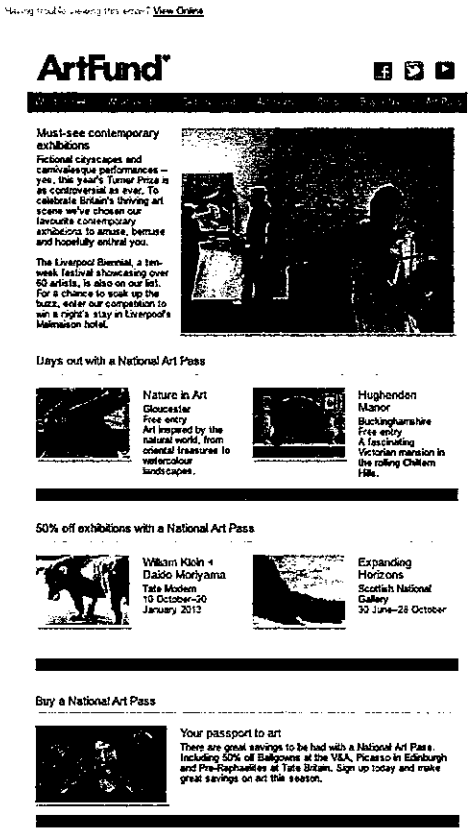
b. For an electronic direct mail (EDM), one of the proposed approaches is CRABS formula.

i. What is CRABS formula?

(2 marks)

ii. Referring to the image below, does this EDM fulfil the CRABS formula? Please provide your explanation.

(4 marks)


View Online
ArtFund
Must-see contemporary exhibitions
Fictional cityscapes and carnivalesque performances – yes, the year's Turner Prize is as controversial as ever. To celebrate Britain's thriving art scene we've chosen our favourite contemporary exhibitions to amuse, bemuse and hopefully enthral you.
The Liverpool Biennial, a ten-week festival showcasing over 60 artists, is also on our list. For a chance to soak up the buzz, enter our competition to win a night's stay in Liverpool's Malmaison hotel.
Days out with a National Art Pass
Nature in Art
Gloucester
Free entry
Art inspired by the natural world, from oriental treasures to watercolour landscapes.
Hughenden Manor
Buckinghamshire
Free entry
A fascinating Victorian mansion in the rolling Chiltern Hills.
50% off exhibitions with a National Art Pass
William Klein + Daido Moriyama
Tate Modern
10 October–20 January 2013
Expanding Horizons
Scottish National Gallery
30 June–28 October
Buy a National Art Pass
Your passport to art
There are great savings to be had with a National Art Pass, including 50% off Ballgowns at the V&A, Picasso in Edinburgh and Pre-Raphaelites at Tate Britain. Sign up today and make great savings on art this season.

Continued .....

Question 5

a. What are the meaning of the following abbreviations which are used in television scripts:
- PAN
- LS
- DO
- SFX (4 marks)

b. List three (3) out of the four (4) contents which have to be present in a storyboard. (3 marks)

c. A good television commercial has to be concise and simple, what are the other three (3) important things to remember in writing a TVC. (3 marks)

Continued .....

Question 6

a. What are four different creative ways to sell on radio?

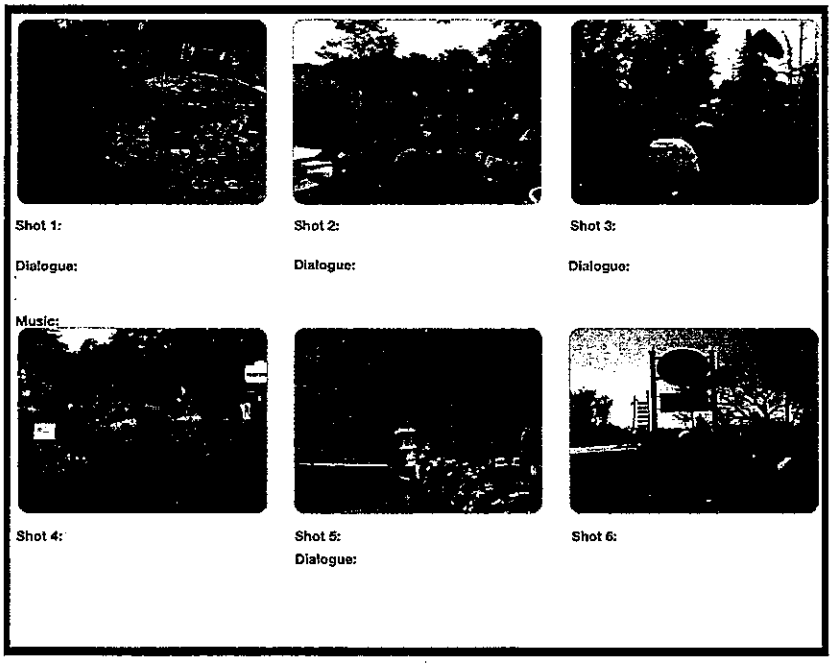
(4 marks)

b. Radio advertisements are sometimes called the "Theater of the Mind". Do you agree or disagree with this and WHY?

(2 marks)

c. Based on the six (6) frames below, draft out a video/TVC script to accompany these six frames.

(4 marks)



End of Paper